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LIGHTS: THE CHALLENGE DU JOUR
TRIAL COUNSEL MEETING
FEBRUARY 28 – MARCH 1, 2002

DAY ONE

I.	**THE LITIGATION LANDSCAPE**	**9:00-9:30**
	A. United States (John Mulderig, Litigation)	
	B. International (Tim Lindon, Litigation)	
II.	**THE REGULATORY AND BUSINESS LANDSCAPE**	**9:30-10:30**
	A. International (Even Hurwitz, PMI Legal)	
	B. United States (Paula Desel, PMUSA Legal)	
BREAK		**10:30-10:45**
III.	**THE ISSUES**	
	A. The History of Light Cigarette Design (Chris Michie, Dechert)	**10:45-11:15**
	B. The History of Light Cigarette Marketing (Steve McConnell, Dechert)	**11:15-12:00**
LUNCH		**12:00-12:45**
	C. Role of the Government and Preemption	**12:45-1:30**
	i. Cigarette Testing	
	ii. Cigarette Advertising	
	iii. Preemption → **(Jeff Wagner, W&S)**	
	D. NCI Monograph 13- Burns' Statistical Low-Tar Analysis (Murray Garnick, A&P)	**1:30-2:15**
	E. NCI Monograph 13- Plaintiffs' Experts (Duane Mauney, A&P)	**2:15-3:00**

Source: https://www.industrydocuments.ucsf.edu/docs/pfmj0001

BREAK		**3:00-3:15**
F.	**Trial Themes (George Lombardi, W&S)**	**3:15-4:15**
G.	**Discovery (George Lombardi, W&S)**	**4:15-4:45**

DAY TWO

IV.	**THE SCIENTIFIC LANDSCAPE**	
A.	**Epidemiology and Reduced Risk (Ted Sanders, PMUSA)**	**9:00-10:00**
B.	**Compensation (Candace Adams, PMUSA)**	**10:00-10:30**
C.	**Exposure Studies (Hans Roethig, PMUSA)**	**10:30-11:00**
BREAK		**11:00-11:15**
D.	**IOM Principles (Rick Solana, PMUSA)**	**11:15-11:30**
E.	**Low-Tar Biological Research (Wolf Reininghaus, INBIFO)**	**11:30-12:00**
LUNCH		**12:00-12:45**
IV.	**CURRENT DEVELOPMENTS**	
A.	**International Issues (Marc Palay, W&S)**	**12:45-1:15**
B.	**Jury Research (Greg Little, H&W)**	**1:15- 2:00**
V.	**DISCUSSION**	**2:00-3:00**

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